

IN THE CLAIMS

Please amend claims 212, 214, 223, 259, 277-279, 286-293, 295-296, and 298 as follows:

C1  
5 --212. (CURRENTLY AMENDED) A system as defined in claim 208 wherein said "information superhighway" data link comprises an integrated services digital network ("ISDN") network.

C2  
10 214. (CURRENTLY AMENDED) A system as defined in claim 208 wherein said "information superhighway" data link comprises a cable television ("CATV") line.

C3  
15 223. (CURRENTLY AMENDED) A system as defined in claim 208 wherein said "information superhighway" data link comprises a radio frequency ("RF") cellular network.

C4  
259. (CURRENTLY AMENDED) A system as defined in claim 258 wherein said service includes displaying promotional programming material on said display unit ~~of said user~~.

C5  
277. (CURRENTLY AMENDED) A system as defined in claim 168  
wherein said feature recognition unit is selected from a  
group consisting of a hand-held unit, a scanner, a bar code  
scanner, an optical code reader, an optical reader, a  
5 personal camera, a personal computer reader, a digital  
camera, a digital mouse and an optical mouse.

278. (CURRENTLY AMENDED) A system as defined in claim 277  
wherein said feature recognition unit is linked to a  
10 personal computer.

279. (CURRENTLY AMENDED) A system as defined in claim 277  
wherein said feature recognition unit is linked to a  
wireless interface.

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C6  
286. (CURRENTLY AMENDED) A system as defined in claim 277  
wherein said feature recognition unit is linked to a  
personal digital assistant.

20 287. (CURRENTLY AMENDED) A system as defined in claim 277  
wherein said feature recognition unit is linked to an  
Internet appliance.

288. (CURRENTLY AMENDED) A system as defined in claim 277 wherein said feature recognition unit is linked to a television set.

5 289. (CURRENTLY AMENDED) A system as defined in claim 277 wherein said feature recognition unit comprises a portion of a cellular telephone.

290. (CURRENTLY AMENDED) A system as defined in claim 277  
10 wherein said feature recognition unit comprises a portion of a personal digital assistant.

291. (CURRENTLY AMENDED) A system as defined in claim 277 wherein said feature recognition unit comprises a portion  
15 of a remote control unit.

292. (CURRENTLY AMENDED) A system as defined in claim 277 wherein said feature recognition unit comprises a portion of a handwriting implement.

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293. (CURRENTLY AMENDED) A method of providing a user access to programming material, comprising the steps of:

*Conceded C4* 5 ~~im~~printing a machine recognizable feature within a commercial document;

scanning said machine recognizable feature of said commercial document; and

transmitting data associated with said machine recognizable feature via a communication link to access said programming material, wherein said programming material is related to said commercial document.

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*C7* 15 295. (CURRENTLY AMENDED) The method of claim 293 wherein said machine recognizable feature is selected from a group consisting of bar code, universal product code, invisible bar code, magnetic code, printed character, symbol, ~~icon,~~ invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, digital watermark, series of alphanumeric characters, binary code, ~~digital~~ 20 ~~watermark,~~ magnetic strip, code, analog pattern, and hieroglyphic character.

296. (CURRENTLY AMENDED) A method of providing a user access to supplemental programming material associated with a commercial document, comprising the steps of:

*Cont. C1*  
5            ~~im~~printing a machine recognizable feature within said commercial document, wherein said machine recognizable feature has associated therewith a command sequence for accessing programming material;

10           scanning said machine recognizable feature within said commercial document and downloading data indicative of said machine recognizable feature via the Internet to a remote server;

             accessing programming material from said remote server; and

15           transmitting said programming material to said user allowing said user to perceive said programming material in a humanly perceivable form, wherein said programming material is related to said commercial document.

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C<sup>8</sup>  
298. (CURRENTLY AMENDED) The method of claim 296 wherein  
said machine recognizable feature is selected from a group  
consisting of a bar code, a universal product code,  
invisible bar code, magnetic code, printed character,  
5 symbol, ~~icon~~, invisible indicia, two-dimensional figure,  
icon, invisible icon, watermark, invisible watermark,  
digital watermark, series of alphanumeric characters,  
binary code, ~~digital watermark~~, magnetic strip, code,  
analog pattern, and hieroglyphic character.--